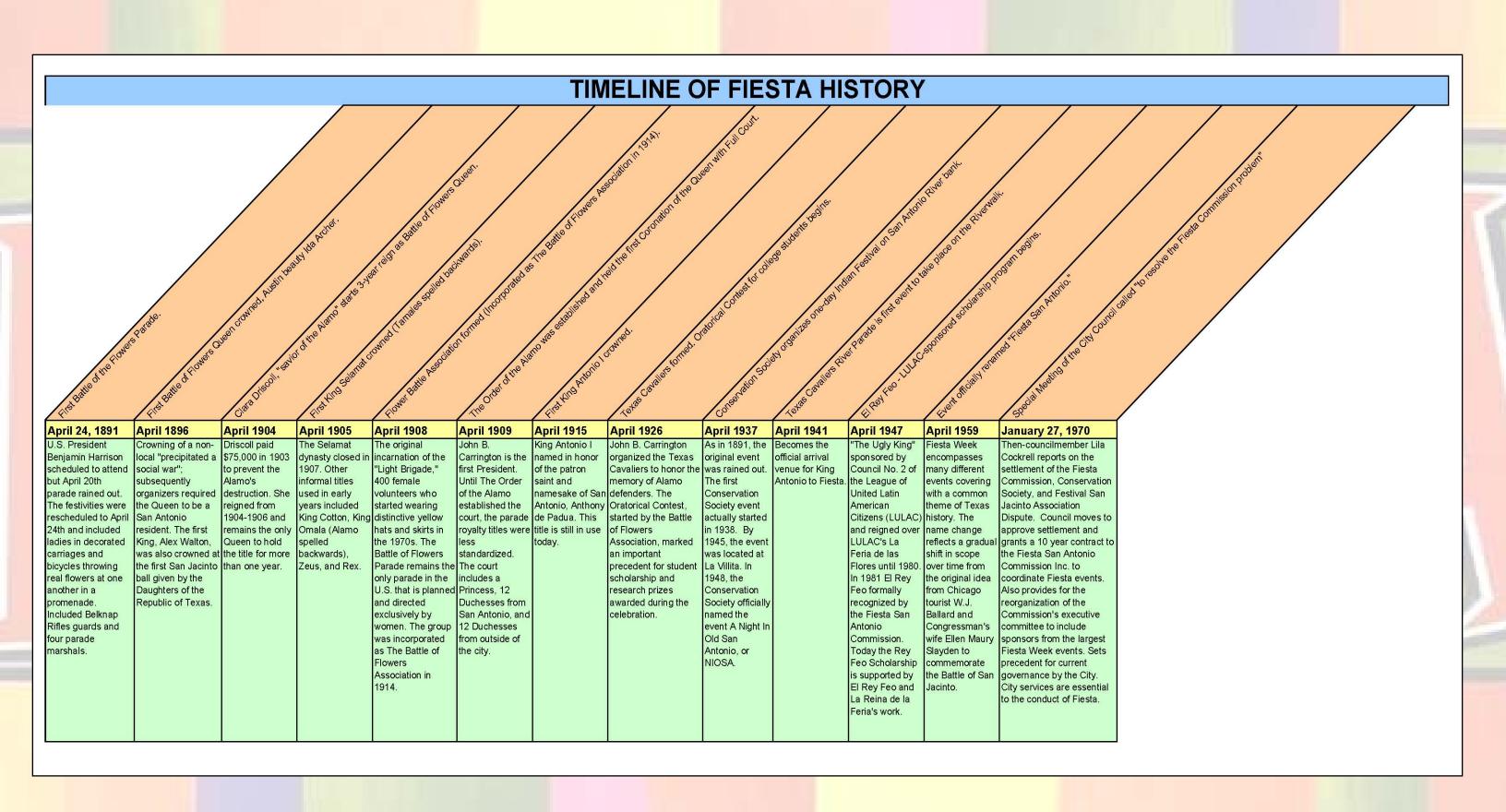
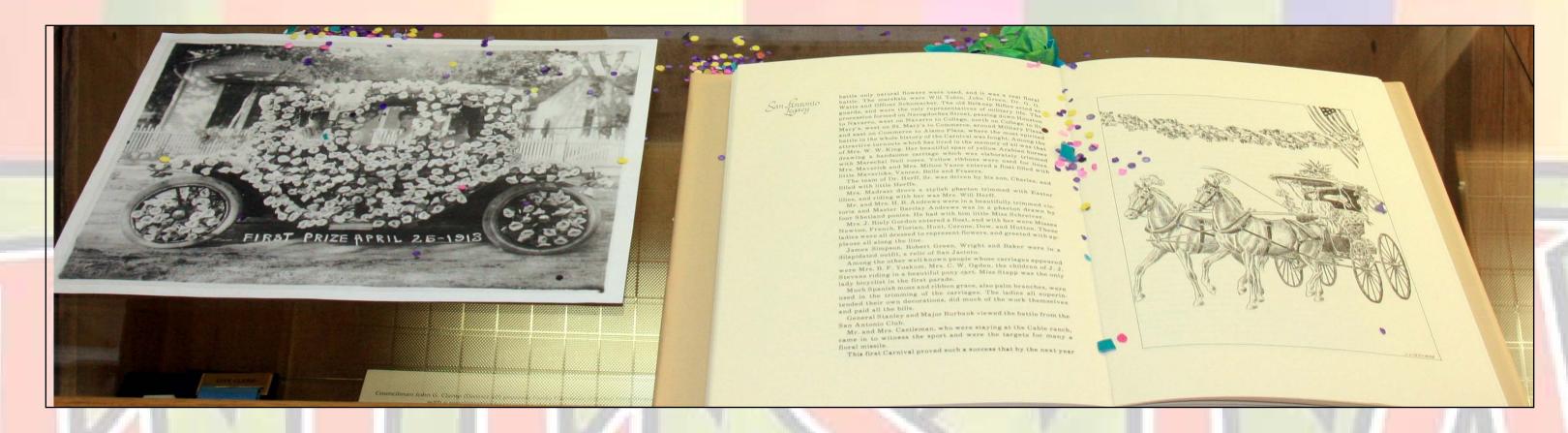
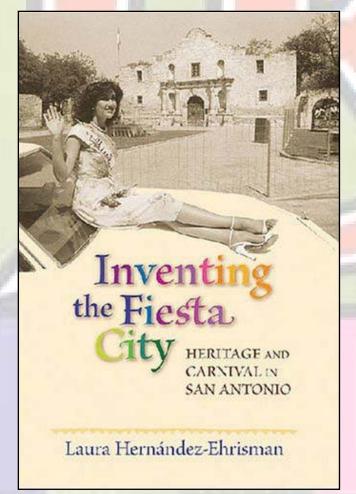
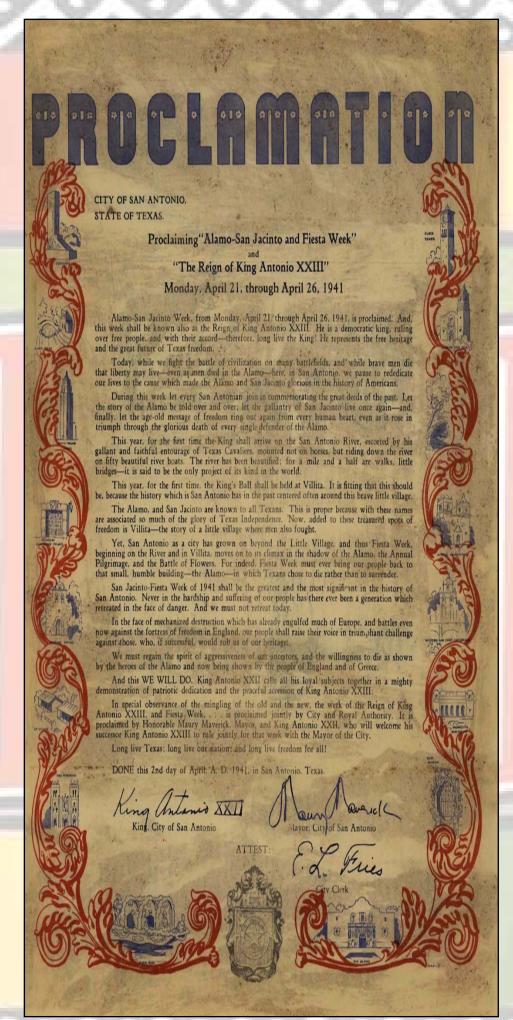
CITY OF SAN ANTONIO OFFICE OF THE CITY CLERK MUNICIPAL ARCHIVES & RECORDS FACILITY PRESENTS ONLINE EXHIBIT - FIESTA 2010



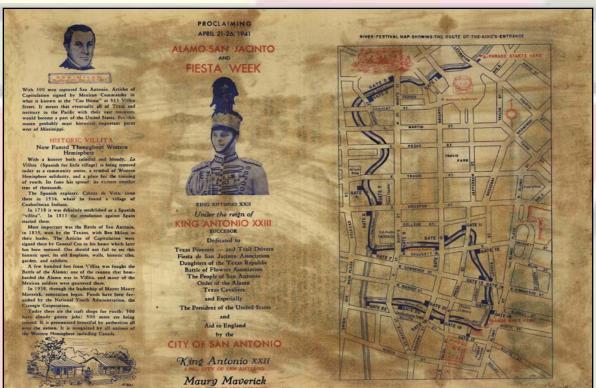




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Mayoral Proclamations 1940-1941



Two Texas Patriots





PROCLAMATION

City of San Antonio



Alamo - San Jacinto and Fiesta Week April 22 - 27, 1940

Maury Maverick



COAT OF ARMS - SAN ANTONIO

ALAMO-SAN JACINTO WEEK, from Monday,

April 22, through April 27, 1940, is proclaimed. The same period shall also be known as "Fiesta Week."

This will mark the 49th Annual Fiesta San Jacinto for San Antonio — the FLOWER BATTLE, a flower carnival instituted as a symbol of peace — an event originated by several ladies of this city. The battles of the Alamo and San Jacinto were both tragic

and of great consequence; thus the simple and dignified name of ALAMO-SAN JACINTO WEEK is given.

Also, the important event of the first day is the Pilgrimage to the Alamo, a patriotic observance of great solemnity. But the week also includes various

happy events, and it is therefore also called "Fiesta

The spirit of this observance shall be in accordance with history. Historically, first came the

Battle of the Alamo (here in San Antonio) where every man died a hero's death. Second was the Battle

of San Jacinto (at Buffalo Bayou, rear Houston)

where the Texans won final victory which brought

back happiness to their people whose homes had been desolated and whose liberties had been taken

Alamo. They were besieged by a greatly superior force of trained Mexican soldiers under the President, General Santa Ana. The Texans determined to

sent his famous letter of "Victory or Death" to Sam

Santa Ana marched on, in pursuit of the Texan troops under Sam Houston. Houston retreated, his mind sealed to all. But destiny rode in the saddle of

Santa Ana split his armies. Immediately, Houston made a forced march to Harrisburg in order to strike, although his soldiers had been reduced from

1,300 to 780 men. Opposite the Mexicans on April 20, there were exchange of cannon shot and skir-

Houston retreated to the Brazos. Pursuing,

die rather than surrender.

General Sam Houston.

Houston, (Full text on back.)

In late February of 1836 the Texans entered the

Colonel William Barret Travis, the Commander, a young man of colorful and courageous character,

On March 6, Santa Ana ordered the attack, and the Mexican bugles screamed out the bitter and weird cry of el deguello, meaning NO QUARTER, death to all. No quarter and death to all it was, for every Texan was killed in the battle.

PROCLAMATION

ALAMO - SAN JACINTO

FIESTA WEEK

On April 21, the Mexicans rested. Suddenly, in the heat of the afternoon, at four, Houston formed his men and led them across the plain of San Jacinto. The Texans remembered how a Mexican commander had betrayed Fannin's men and had executed them, at Goliad; they remembered with equal fury the killing of all, at the Alamo.

So they advanced with the cry, "Remember the Alamo! Remember Goliad!"

As the bright red sun of Texas set, red also was the plain, for six hundred Mexicans were dead, two nundred wounded, seven hundred prisoners, including the great Santa Ana himself.

Thus came liberty and Anglo-Saxon constitutionalism to the people of Texas.

And that is why we of San Antonio are honored to celebrate the Alamo, and San Jacinto, and to invite all Texas - yes, even the WHOLE WORLD, to attend our celebrations, to respect what our forefathers did for us, and join with us in the idealism of the BATTLE OF FLOWERS, or the hope of peace.

PROGRAM OF THE WEEK

Full programs will appear in the daily papers, but the following is an outline of

I. Monday, April 22nd. Day of Patriotism. 3:30 P. M. King Antonio enters.

6:45 P. M. Pilgrimage to the Alamo, solemn patriotic celebration of people; religious

II. Tuesday, April 23rd. Youth and Defense

Day. 10:00 A.M. Review, famous streamlined 2nd Division, Parade Grounds, Fort Sam 8:00 P. M. Battle of Flowers Fete by School

Children, in Municipal Auditorium.

III. Wednesday, April 23. Commerce and Business Day. 4:00 P. M. Trades Display.

IV. Thursday, April 25. Society Day. 8:00 P.M. Coronation of the Queen of the Fiesta at Municipal Auditorium.

V. Friday, April 26. Peace Day (San Jacinto). 3:30 P. M. Battle of Flowers Parade.

VI. Saturday, April 27. Day of Rejoicing. 8:00 P. M. La Noche de Fiesta, Municipal Audi-

All this, in a great modern city. destruction grip the world. Let us remember that liberty

was won by a population of 30,000 people, when Texas was twice its present size, against a trained Army, under an able general, Santa Ana.

Let that spirit be regenerated today in the seven million people

Let us, also, ENJOY LIFE, and be filled with the spirit of the

J. J. Fatterson Maun Mawrick



ord. No. Resolution	Roll Call	Aye	Nay	Aye	No
WALTER W. MCALLISTER	Roll Call	Ауе	Nay	Ауе	INC
Member of Council Pl. I		al	boon	h	
GEORGE de la GARZA	May 3	\			
Member of Council Pl. 2	-	1			
CLAUS ROHLFS	-	V			
Member of Council Pl. 3		7			-
JACK H. KAUFMAN	-	7	1.5	100	
Member of Council PI.4					-
WALTER C. GUNSTREAM Member of Council Pl. 5		7			
JOHN GATTI	REAL			15	
Member of Council Pl. 6	-	7			
ROY S. PADILLA				N/A	
Member of Council Pl. 7		7			
DR. GERALD PARKER		1.		DOM:	
Member of Council PI. 8		7			-
ROLAND C. BREMER		1	18		
Member of Council Pl. 9		7			

A RESOLUTION

WHEREAS, during Fiesta Week many events take place which are attended by several hundred thousand of our citizens and visitors to our City, and

WHEREAS, Fiesta San Antonio is climaxed by the Battle of Flowers Parade and Fiesta Flambeau Parade, and

WHEREAS, the tremendous crowds attending these events required the services of Fire and Police Departments to handle the increased flow of traffic, control the crowds and keep the parade route open for the proper conduct of the parades, and

WHEREAS, the Public Works Department was called upon to clean up the refuse and debris after each parade and was able to clean and sweep all streets in the downtown area in the record time of eight hours after each parade, and

WHEREAS, the Director of Traffic and Transportation served as Liaison Officer for the Fiesta San Antonio Association and the City, and through his department, coordinated all events that took place so that each was handled in a smooth and orderly manner, and

WHEREAS, the Parks and Recreation Department was charged with the conduct of the River Parade and the clean-up of the banks of the river and performed an excellent job, and

WHEREAS, many other departments also spent much time and effort to make Fiesta Week a well planned celebration,

THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF SAN ANTONIO:

1. The City Administrative Staff is commended for the very efficient manner in which the various departments of the City carried out their assignments and the City Council deeply appreciates that through their efforts a well conducted and orderly Fiesta Week was achieved.

2. PASSED AND APPROVED this ______ day of May, 1962.

Mary Sunstream

ATT FOTO DALONE

In 1970, City governance of Fiesta was in the process of being formalized.

These City Council Minutes are from a Special Meeting of the City Council held January 27, 1970. The committee was chaired by former mayor Lila Cockrell.

SPECIAL MEETING OF THE CITY COUNCIL OF THE CITY OF SAN ANTONIO HELD IN THE COUNCIL CHAMBER, CITY HALL, ON TUESDAY, JANUARY 27, 1970.

70-4 The meeting was called to order by the presiding officer, Mayor W. W. McAllister, with the following members present: MCALLISTER, COCKRELL, JAMES, NIELSEN, TREVINO, HILL, CALDERON, TORRES; BURKE; Absent; NONE.

Invocation was given by Rev. S. H. James, Councilman.

"FIESTA COMMISSION STUDY"

70-4 The Mayor asked Mrs. Cockrell, Chairman of the Council Committee composed of Mrs. Cockrell and Councilmen Burke and Torres to study the Fiesta Commission problem, to make the committee report.

Mrs. Cockrell made the following report:

Settlement of Fiesta Commission - Conservation Society - Festival San Jacinto Association Dispute

Attached is a copy of the document which constitutes the settlement agreement among the parties involved.

"The Committee recommends that the City Council ratify this agreement and authorize the Mayor to sign on behalf of the Council. Also, there are some additional requests by the Conservation Society which were not made a part of the settlement agreement but were requested for Council consideration. These are:

- 1. That the City Council cause the staff at City Hall to examine and report to the Council on the feasibility and the legality of closing Villita Street as a dedicated public street. The Society urgently requests the members of the Council that they cause to be enacted (if legal and feasible) an ordinance closing Villita Street as a dedicated street, leaving only those necessary accesses and easements as might be necessary to preserve the right of ingress and egress to property owners owning property immediately adjacent to Villita Street.
- 2. That the Council leave the Council committee in existence and charged with the responsibility for continuing to work with the Chamber of Commerce, business and professional groups and other interested citizens in the reorganization of the Fiesta Commission and the long-range solution to the existing problems.

The Committee recommends that these requests be granted. There were also some additional matters involving administrative agreements between the Fiesta San Antonio Commission and the Festival San Jacinto Association which were incorporated into a letter to the committee chiarman and made a part of the total report.

January 27, 1970

Lila Cockrell

Mrs. Cockrell then read the settlement agreement as follows:

AGREEMENTS AND COVENANTS

- 1. The Fiesta San Antonio Commission, Inc. hereby agrees and covenants that the management fee of ten percent of ticket sales, required in the recent amendment to the by-laws, will not be raised for the next ten years. The Fiesta San Antonio Commission agrees to actively seek additional sources of revenue which, if obtained, would enable the Commission to reduce or repeal the management fee required in the by-laws amendment.
- 2. The San Antonio Conservation Society, in consideration of the above convenant, hereby withdraws its resignation from the Fiesta Commission and states that it will voluntarily comply with the by-laws change. It is understood that the ten percent fee applies only to tickets sold at the gate and to none other. It is further understood that this percentage fee is in lieu of any other contributions to the Fiesta Commission.
- 3. Since San Antonio Conservation Society is not the recipient of any funds from Fiesta Commission but only a contributor, Fiesta Commission explicitly would agree that it would not be permitted to audit the books of San Antonio Conservation Society, but would accept the count of the Society on the number of tickets sold.
- 4. The Fiesta San Antonio Commission, Inc. further covenants to designate the Conservation Society as the organization to produce a Fiesta event in the LaVillita area for the next ten years, subject to passage of an ordinance by the City Council designating the Fiesta San Antonio Commission as the organization to coordinate all activities for Fiesta Week for the next ten years.
- 5. The Council would take note of the fact that the San Antonio Conservation Society intends as an additional function to cause a Night In Old San Antonio to be held and conducted both at Fiesta time and in September of each year. Accordingly, it would also be implicit in the understanding that the Council members would take cognizance of the fact that the Conservation Society would be granted a permit to use the same identical facilities during four nights in September (the dates to be selected by the Society) including the street, which the permit would authorize to be closed during the period, for the usual and customary fees payable to the City; except that the ten percent fee provided during Fiesta Week would not be involved in the use of the facilities during that period.
- 6. The Fiesta San Antonio Commission covenants to designate the Festival San Jacinto Association as the organization to produce and stage the Fiesta Flambeau parade on Saturday night of Fiesta Week for the next ten years.
- 7. In consideration of the above agreement, the Festival San Jacinto Association agrees to withdraw its request from the San Antonio City Council for a separate ordinance for staging of the Fiesta Flambeau Parade and will work with the Fiesta San Antonio Commission in matters of coordination.

January 27, 1970

Agreements and Covenants

- 8. It is agreed by all parties that the Fiesta San Antonio Commission will be reorganized during the next year and that such reorganization would include the provision that each of the five organizations sponsoring the largest events in Fiesta Week, namely, The Battle of Flowers Association, Texas Cavaliers, Order of the Alamo, San Antonio Conservation Society and Festival San Jacinto Association, will have a representative on the executive committee. It is further agreed that if this reorganization is not accomplished to the satisfaction of any of the parties to this agreement that such party may withdraw unilaterally from the agreement on or before February 1, 1971, also if the Fiesta Commission finds it is not adequately financed by this agreement it may terminate its obligations under this agreement by February 1, 1971.
- 9. The City Council will grant a ten-year contract to the Fiesta San Antonio Commission Inc. to coordinate Fiesta events. The City Council further pledges its efforts to see that all agreements in this document are carried out.

/s/ Stewart C. Johnson, President Fiesta San Antonio Commission

/s/ Mrs. Brooks Martin, President San Antonio Conservation Society

/s/ Reynolds Andricks, President Festival San Jacinto Association

Walter W. McAllister, Mayor City of San Antonio

January 26, 1970

Mrs. Cockrell read the following letter:

January 26, 1970

Mayor Pro-Tem Mrs. Lila Cockrell City Hall San Antonio, Texas 78205

Dear Mrs. Cockrell:

Attached is a copy of the Policies and Standards & recent By-laws change determining the grants of Funds and Permits of the Fiesta San Antonio Commission, and its member organizations.

January 27, 1970

At your request, the Fiesta San Antonio Commission will determine the amount of the grant to the Festival San Jacinto Association of each year and will pay to the Festival San Jacinto Association, 50% of that grant on or before February 1st; 25% will be paid by March 1st; 10% by April 1st; and the balance, less any monies due to the Fiesta San Antonio Commission will be paid not later than thirty days following receipt and acceptance of the Festival San Jacinto Association, certified audit which is required of all organizations receiving funds.

It will be our policy that the grants given each member organization staging a parade, will be at least equal to the income received from the net street chair permits of their parade. The net income revenue from the sale of the street chair permits at parades, will be given to the sponsoring organizations without restrictions.

In return for receiving monies from the Fiesta San Antonio Commission Inc., all organizations agree to abide by the By-laws, Policies and Standards of the Fiesta San Antonio Commission.

/s/ Stewart C. Johnson, President Fiesta San Antonio Commission, Inc.

All of the foregoing is a part of the total committee report.

Mrs. Cockrell then said that the committee members feel happy to be able to come to the Council with this agreement. She expressed appreciation to each organization with whom they worked for their cooperation in reaching a solution.

Mrs. Cockrell then made a motion that the committee report on Fiesta be adopted. The motion was seconded by Mr. Hill. The motion prevailed by the following vote: AYES: McAllister, Calderon, Burke, James, Cockrell, Nielsen, Trevino, Hill, Torres; NAYS: None;

Mrs. Brooks Martin, President of the Conservation Society stated they were pleased to have worked with Mayor Pro-Tem Mrs. Cockrell and other members in reaching a compromise. She hoped that the Council would lend its efforts in seeing that the spirit and intent of the compromise are pursued.

Councilman Torres commended Mrs. Cockrell for her efforts in pursuing a compromise which he said is to her credit.

70-4 Councilman Torres introduced and read the following

January 27, 1970

REGULAR MEETING OF THE CITY COUNCIL
OF THE CITY OF SAN ANTONIO HELD IN
THE COUNCIL CHAMBER, CITY HALL, ON
THURSDAY, APRIL 15, 1971.

* * * *

After consideration, on motion of Mrs. Haberman, seconded

The meeting was called to order at 9:30 A. M. by the presiding officer, Mayor W. W. McAllister, with the following members present: McALLISTER, CALDERON, BURKE, JAMES, HABERMAN, NIELSEN, TREVINO, HILL, TORRES; Absent: NONE.

71-17 The invocation was given by Reverend L. A. Crenshaw, Palestine Baptist Church.

- THE COMPANIES OF THE CITY OF SAN

AN ORDINANCE 39,406

The minutes of the Special Meeting of April 7, 1971, were approved. Consideration of the minutes of the meeting of April 8, 1971, was postponed.

71-17

PRESENTATION OF FIESTA MEDALS

PRIO CITY ROAD), FROM "R-3" MULTIPLE

Mayor McAllister recognized Mr. Ralph Lehr, President of the Fiesta Association.

Mr. Lehr spoke briefly to the Council reminding them that next week is Fiesta Week. He said that the Fiesta this year will be bigger and better than ever before due, largely, to advance planning by the City Council.

Mr. Lehr presented each member of the Council with a Fiesta medal and asked that they be worn all during the week.

71-17 ZONING HEARINGS

a. <u>CASE 3829</u> - to rezone Lot 34, NCB 7530, 2800 Block of General Hudnell Drive (Frio City Road), from "R-3" Multiple Family Residential District to "B-2" Business District, located on the northwest side of General Hudnell Drive (Frio City Road), 1876.40' southwest of Cupples Road; having 76.4' on General Hudnell Drive (Frio City Road) and a depth of 358.74'.

ad on the east side of Vance Jackson Road

Acting Planning Director, J. H. Wilkerson, explained the proposed change which the Planning Commission recommended be approved by the City Council. He referred to a previous hearing when the applicant had requested "R-4" zoning for a parcel adjoining the property now under consideration. He advised the Council that there is no consideration of "R-4" zoning at this time.

The applicant, Mr. Tom Cano, said that he proposed to use the property for small retail businesses to service the apartments in the area.

April 15, 1971



In 1971, Fiesta medals are presented at a City Council Meeting for the first time.

This practice continues to the present day.

City Council Minutes April 15, 1971





PARTICIPATING MEMBER ORGANIZATIONS

Agudas Achim Air Training Command Alamo Area Square & Round Dance Association
Alamo Mission Chapter, Daughters
of the Republic of Texas Alamo Plaza Association Anacacho Chapter, National Secretaries Association Army Health Services Command Battle of Flowers Association Beethoven Maennerchor Bexar County Chapter of American National Red Cross Brooks Air Force Base Chordsmen Chapter, SPEBSQSA Confederation of Charros of San Antonio Cygnets of San Antonio Daughters of United States Army Festival San Jacinto Association Fiesta Men Fifth United States Army

Project ABLE Queen of Soul, Inc. Randolph Air Force Base Randolph Art League River Art Group St. Mary's University St. Mary's University Alumni Association San Antonio Art League San Antonio Chamber of Commerce San Antonio Charro Association San Antonio College San Antonio Conservation Society San Antonio German Club San Antonio Gun Club San Antonio Lacrosse Club San Antonio Museum Association San Antonio Road Runners San Antonio Writers Guild Southwest Craft Center Southwestern Regional Recruiting Command State Association of Texas Pioneers Symphony Society of San Antonio Texas Cavaliers Mexican Chamber of Commerce Theater San Antonio Mission Belles Chapter, Sweet Trinity University United States Marine Corps

Woman's Club

Order of the Alamo Pan American Optimist Club

Paseo del Rio Association

Pearl Cycling Club of San Antonio Polish Arts & Culture Foundation

United States Navy Recruiting United States Naval Reserve

Mayor Julián Castro presents Fiesta San Antonio Commission, Inc. President Mary Begia and staff with a Mayoral Proclamation in recognition of the official Fiesta season.

April 8, 2010

Photo courtesy of City Photographer Fred Gonzales

October 15, 1976

Dear Commission Member:

The Fiesta San Antonio Commission has experienced dynamic growth in the last few years more than doubling the number of participating member organizations and the number of events in the last ten years.

In order to keep pace with this growth, your Executive Committee unanimously recommends the changes in our By-Laws contained herein.

The President of the Commission, Mr. Jerome K. Harris, Jr., has called a meeting of the general membership to consider these changes on Thursday afternoon, October 28, at 4:00 p.m. in the Minuet Room of the Menger Hotel.

Please attend this important meeting to participate in the affairs of the Commission.

DAVIS BURNETT, JR.

Executive Vice President

DBJr/mp

FIESTA DATES:

APRIL 15-24, 1977 — APRIL 14-23, 1978 APRIL 20-29, 1979 — APRIL 18-27, 1980 — APRIL 17-26, 1981

Fort Sam Houston

Kelly Air Force Base

Ladies of Charissa LULAC Council #2

Jaycees

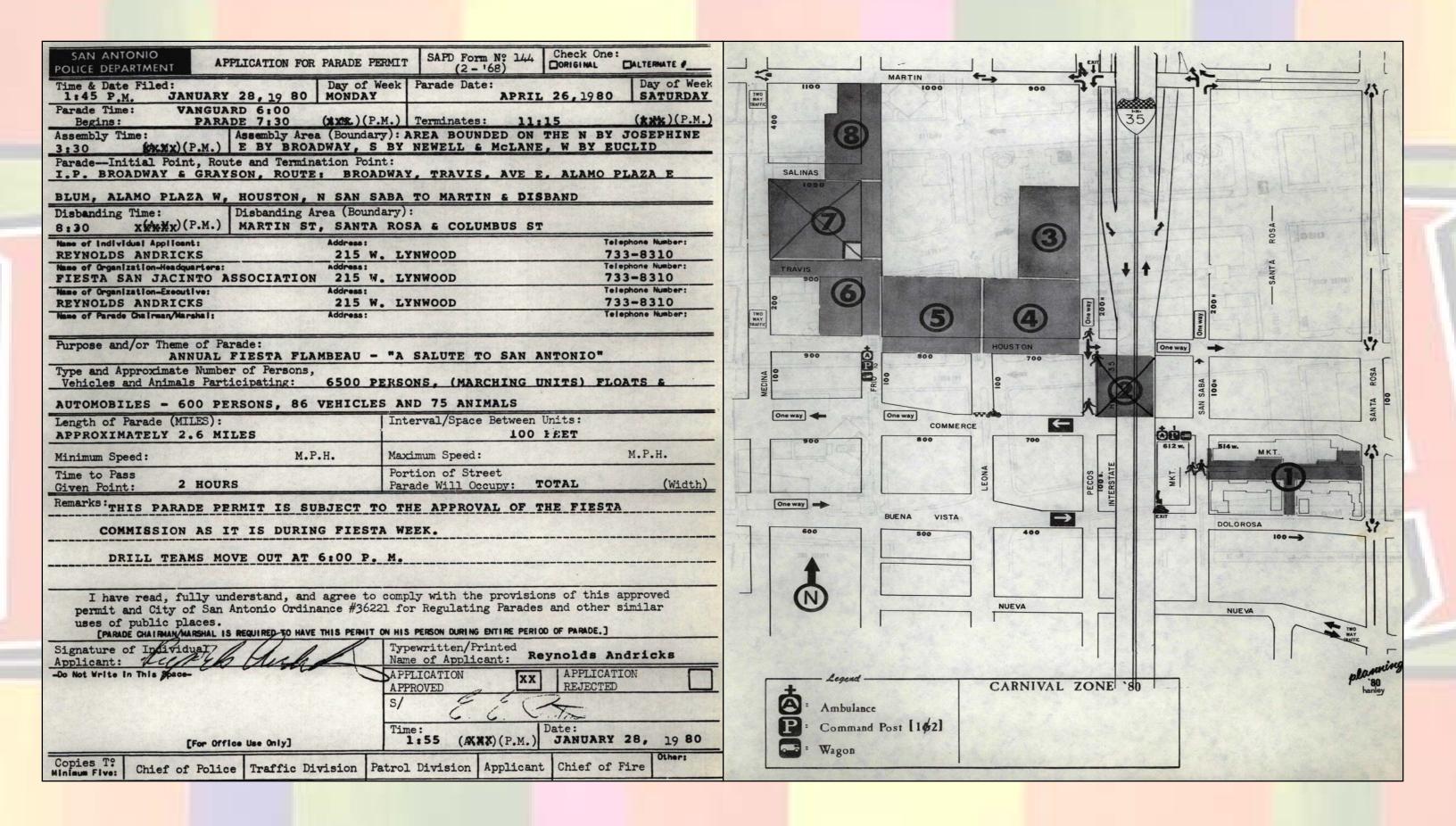
Golden Mile Optimist Club

King William Association

Lackland Air Force Base

Military-Civilian Club

APRIL 20-29, 1979 — APRIL 18-27, 1980 — APRIL 17-26, 1981



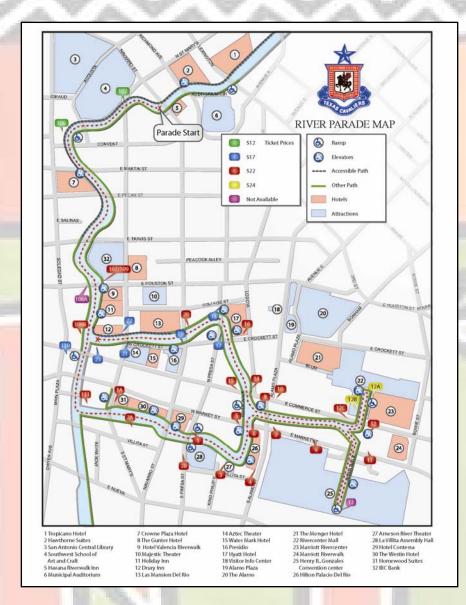


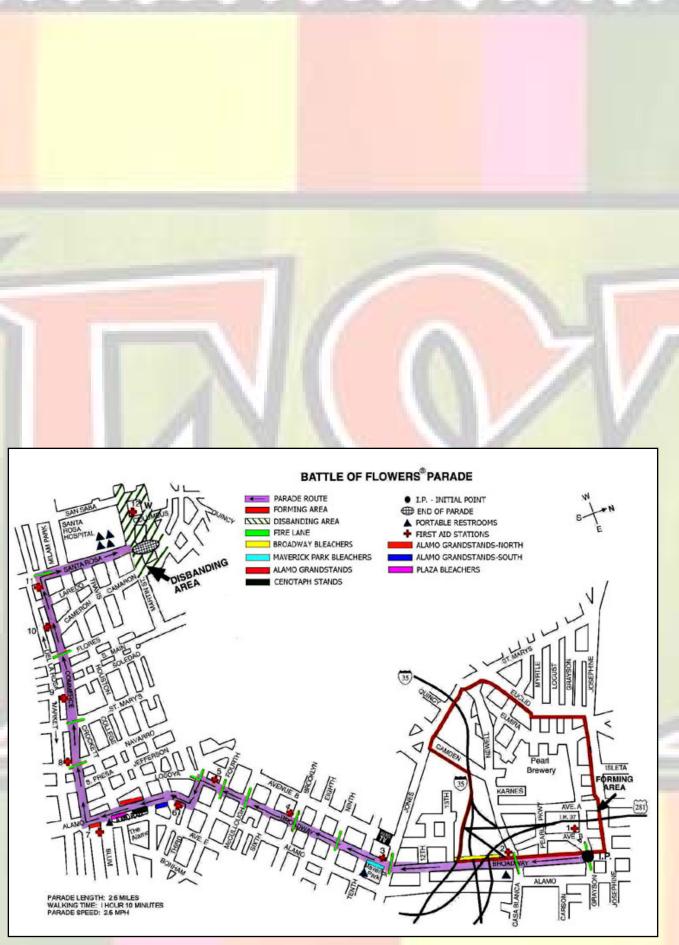


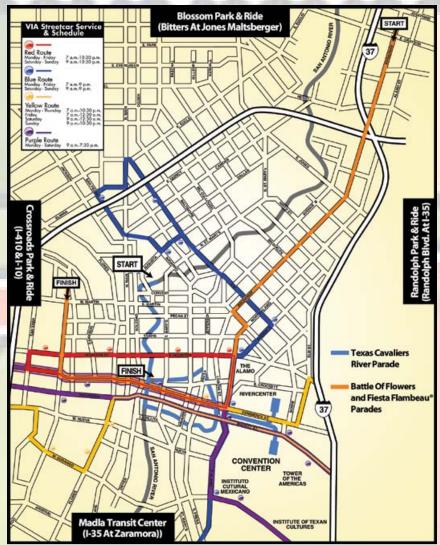


Aerial photographs of the parade route from the area around Alamo Plaza during Fiesta 1982.

These photographs are from the collection of City Manager Louis Fox.









Mayor Phil Hardberger, El Rey Feo LXI, Rene "Charlie" Garza, District Attorney Susan Reed, Commissioners Court Bexar County Judge Nelson W. Wolff, and King Antonio LXXXVII, Stephen B. Cavender celebrate at the Fiesta Fiesta ceremony in front of the Alamo.

April 16, 2009

Photo courtesy of City Photographer Fred Gonzales

2010 Fiesta Royalty

2010 Fiesta Royalty





Queen of The Order of the Alamo





















Councilman John G. Clamp (District 10) presents Fiesta Flambeau Executive Staff with a proclamation to recognize the Flambeau parade.

April 1, 2010

Photo courtesy of City Photographer Fred Gonzales

Mayor Julián Castro presents Nicholas Paul Campbell and the Texas Cavaliers Court with a Mayoral Proclamation recognizing Campbell as King Antonio LXXXVIII.

King Antonio LXXXVIII will be crowned at the Alamo in a ceremony on April 17th.

April 8, 2010

Photo courtesy of City Photographer Fred Gonzales

Fiesta Scholarship Highlights

- LULAC Rey Feo Parent/Child Scholarship Program
- · Queen of Soul Scholarship
- . NAACP Youth Image Awards
- Mr. Teen San Antonio Scholarship and Awards
- . Miss San Antonio Scholarship

... And many more!!





Mayor Phil Hardberger and Fiesta royalty officially kickoff Fiesta 2008 in front of the Alamo.

Cascarones and confetti mark the celebratory moment.

April 18, 2008

Photo courtesy of City Photographer Fred Gonzales

The attention to detail is evident in this Fiesta gown on a float in the Fiesta Flambeau parade.

April 26, 2008

Photo courtesy of City Photographer Fred Gonzales







